

# 2010 Annual Research Meeting

The premier forum for health services research

Hynes Veterans Memorial Convention Center, Boston | June 27-29, 2010

# Sponsor, Exhibitor & Advertiser Prospectus



# ARM Sponsorship

For 26 years the Annual Research Meeting (ARM) has convened health services researchers, providers, and key decision makers to hear new research, discuss policy implications, sharpen research methods, and network with colleagues from around the world. At the 2010 ARM in Boston, we expect more than 2,300 to attend this three-day forum for the producers and users of health services research.

**As a sponsor, you will engage an important audience that will recognize and appreciate your support.**

## Promote your brand with sponsor benefits

ARM sponsorship benefits ensure that your organization is recognized before, during, and after the conference. Benefits include (vary based on level of sponsorship):

- Prominent signage throughout the conference
- Complimentary conference registration(s)
- Advertising space in the conference agenda book
- Exhibit space in the exhibit hall for the duration of the conference
- Logo and Web site link on the ARM Web site
- Logo in the conference agenda book
- Organizational listing under sponsored session in the conference agenda book
- One pre-meeting participant mailing list, upon request (excludes email addresses)

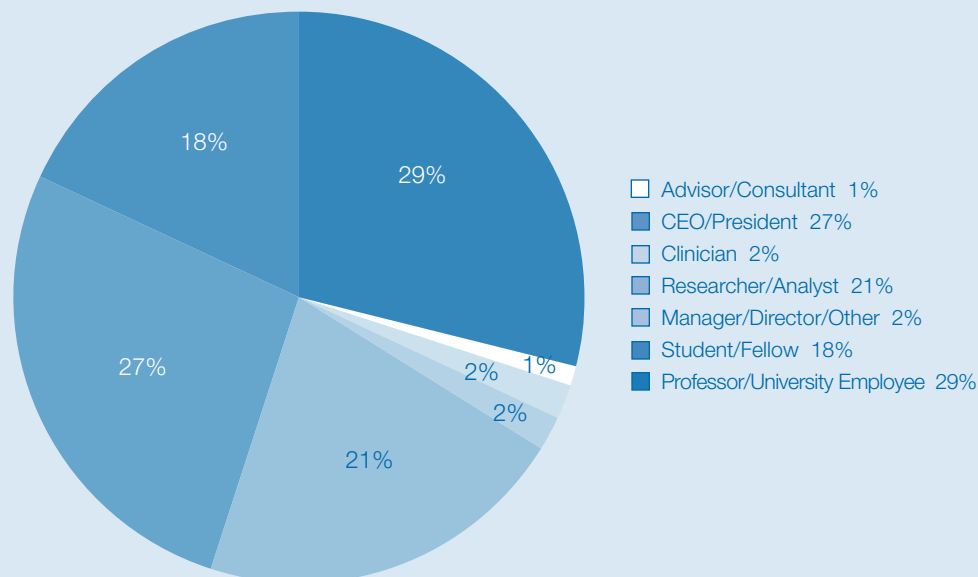
## Customize your benefits package

Standard benefits packages are available to choose from, but AcademyHealth will work with you to create a sponsorship program that meets your marketing needs.

## Become a sponsor today

Contact Patrick Burbine at 202.292.6738 or [patrick.burbine@academyhealth.org](mailto:patrick.burbine@academyhealth.org) for more information.

**ARM Attendees**



# Sponsor Opportunities & Benefits

**All sponsorship categories receive recognition in AcademyHealth printed and online materials.**

## **Platinum \$25,000**

- Named partial sponsor of the ARM opening plenary
- Two complimentary full-conference registrations
- One complimentary full-page advertisement in the ARM agenda book
- One 10'x10' booth space in the exhibit hall
- One pre-meeting participant mailing list, upon request (excludes email addresses)
- Organizational logo and name recognition on the following (if print deadlines are met):
  - Plenary screen before and after presentation(s)
  - Agenda book
  - Signage prominently featured at the conference
  - ARM Web site (with a link to your organization's Web site)

## **Gold \$10,000**

- Named partial sponsor of one of the following:
  - Poster session
  - Cyber Center
  - Lounge
  - Reception

- One complimentary full-conference registration
- One complimentary half-page advertisement in the ARM agenda book
- One pre-meeting participant mailing list, upon request (excludes email addresses)
- Organizational logo and name recognition on the following (if print deadlines are met):
  - Agenda book
  - Signage prominently featured at the conference
  - ARM Web site (with a link to your organization's Web site)

## **Silver \$5,000**

- Named partial sponsor of one of the following:
  - Continental breakfast
  - Conference break
  - Career Center
  - Meet-the-Experts Student Breakfast
- One pre-meeting participant mailing list, upon request (excludes email addresses)

- Organizational logo and name recognition on the following (if print deadlines are met):
  - Agenda book
  - Signage prominently featured at the conference
  - ARM Web site (with a link to your organization's Web site)

## **Bronze \$3,000**

- Named partial sponsor of an invited papers or policy roundtable session
- One pre-meeting participant mailing list, upon request (excludes email addresses)
- Organizational logo and name recognition on the following (if print deadlines are met):
  - Agenda book
  - Signage prominently featured at the conference (organization name only)
  - ARM Web site (with a link to your organization's Web site)

In all signage, AcademyHealth reserves the right to use either the sponsor organization name or logo.

Custom packages are available. Contact Patrick Burbine at 202.292.6738 or [patrick.burbine@academyhealth.org](mailto:patrick.burbine@academyhealth.org) for more information.

# Exhibitor Opportunities & Benefits

## Exhibit at the 2010 ARM

### Who Should Exhibit?

- University & non-university based research and policy organizations
- Professional societies/trade associations
- Government agencies
- Foundations
- Publishers
- Consulting firms (research and policy-related)
- Technology companies

To qualify as an exhibitor, your organization must be related to health services research and/or health policy.

### Exhibitor Benefits

- Dedicated exhibit hours, featuring meal functions, more than 900 poster presentations, presentation theater, and career center
- Opportunity to network with and educate an audience ranging from students to high-level health care decision makers
- Link on AcademyHealth Web site to exhibitor's Web site
- 50-word or less organizational description in agenda book (if space is purchased by May 15, 2010)
- One pre-meeting participant mailing list, upon request (booth and full table packages only)
- One set of conference materials
- Identification sign
- 24-hour security

### Exhibit Package Rates

	Org. Affiliate	Government	Non-Member
Booth (10' x 10')	\$850	\$1,445	\$1,700
Table (6' skirted)	\$425	\$725	\$850
Half Table (3')	No Charge	\$260	\$360

### Booth Package

Includes 10' x 10' pipe and draped space.  
(Carpet, electricity, furnishings, etc., not included)

### Table Package

Includes 6' skirted table. (Chairs not included)

### Optional Table Set-Up Service

For an additional fee of \$100, AcademyHealth will set up the half or full table for any table exhibitor. For displays involving complicated pop-ups, AcademyHealth will refer the service to the official exhibits contractor.

AcademyHealth will not be responsible for disassembling exhibits and returning any materials. If exhibitors require this service, they will be referred to the official exhibits contractor.

### Decorator and Drayage Services

Information and rates for rental of booth furnishings, carpet, special sign services, cleaning, electrical orders, and shipping will be sent to all exhibitors by the official exhibits contractor.

### Exhibit Dates & Hours (subject to vary)

Exhibitor Move-in	Saturday, June 26 Sunday, June 27	9:00 a.m.–3:00 p.m. 9:00 a.m.–12:00 p.m.
Exhibits Open	Sunday, June 27 Monday, June 28 Tuesday, June 29	2:00 p.m.–6:30 p.m. (with posters and dessert) 8:00 a.m.–11:30 a.m. (with posters and breakfast) 4:00 p.m.–8:00 p.m. (with posters and reception) 7:15 a.m.–11:30 a.m.
Exhibitor Move-out	Tuesday, June 29	11:30 a.m.–4:00 p.m.

# Advertiser Opportunities & Benefits

## Why Advertise?

- Increase visibility
- Promote your mission
- Draw attendees to your booth/table
- Attract students to training programs
- Recruit for job openings

## New for 2010

Two full-color, full-page advertising spaces are available in the interior covers of the 2010 ARM agenda book. Space is available on a first-come, first-served basis.

### Advertising Rates

	<b>Org. Affiliate</b>	<b>Non-Member</b>
Full Color Full Page (7.5"w x 10"h)	\$1,500	\$2,000
Full Page (7.5"w x 10"h)	\$1,115	\$1,485
Half Page (7.5"w x 4.75"h)	\$615	\$815
Quarter Page (3.25"w x 4.75"h)	\$320	\$425

### Mark your calendar for April 23

- Deadline for exhibitor and/or sponsorship recognition in the ARM agenda book and on the AcademyHealth Web site
- Advertisement copy due for the ARM agenda book



# Contract

## 2010 Annual Research Meeting

The premier forum for health services research

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

### Sponsor

- Platinum (\$25,000)  
 Gold (\$10,000) *(check one)*  
 Poster Session  Cyber Center  Lounge  Reception  
 Silver (\$5,000) *(check one)*  
 Continental Breakfast  Conference Break  Career Center  Student Breakfast  
 Bronze (\$3,000)

Please list my organization in all materials as: \_\_\_\_\_

### Exhibit

	Org. Affiliate	Government	Non-Member
Booth (10' x 10')	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,445	<input type="checkbox"/> \$1,700
Table (6' skirted)	<input type="checkbox"/> \$425	<input type="checkbox"/> \$725	<input type="checkbox"/> \$850
Half Table (3')	<input type="checkbox"/> No Charge	<input type="checkbox"/> \$260	<input type="checkbox"/> \$360

- Yes, please set up our table/half table for \$100.  
AcademyHealth is not responsible for disassembling exhibits and returning materials.

Indicate your top booth/table space choices\*: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
(Visit [www.academyhealth.org/arm/exhibits](http://www.academyhealth.org/arm/exhibits) for floor plan)

Please do not place me next to the following competitors: \_\_\_\_\_

\*AcademyHealth will do its best to honor space requests; however, requested spaces are not guaranteed.

### Cancellations

Prior to May 15, AcademyHealth will refund the space cost for any cancellations received in writing, less a \$150 service charge. After May 15, the exhibitor forfeits the entire amount paid.

### Exhibitor Description

Organizational Profile – email 50 words or less to [tracie.howard@academyhealth.org](mailto:tracie.howard@academyhealth.org)

Exhibit Sign Name (max. 40 characters) \_\_\_\_\_

Web site \_\_\_\_\_

### Exhibitor Category (select one)

- University-based research/policy programs and center  
 Non-university research/policy organization  
 Professional societies/trade association  
 Government agency  
 Foundation  
 Publisher  
 Consulting firm (research and policy-related)  
 Technology company  
 Other \_\_\_\_\_

### Advertise

	Org. Affiliate	Non-Member
Full Color Full Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000
Full Page	<input type="checkbox"/> \$1,115	<input type="checkbox"/> \$1,485
Half Page	<input type="checkbox"/> \$615	<input type="checkbox"/> \$815
Quarter Page	<input type="checkbox"/> \$320	<input type="checkbox"/> \$425

### Payment

(AcademyHealth Tax ID # 52-1260918)

Exhibit Space \$ \_\_\_\_\_

Set-up Fee \$ \_\_\_\_\_

Advertising \$ \_\_\_\_\_

Sponsorship \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

- Submit invoice to address on the enclosed purchase order  
 Check payable to AcademyHealth is enclosed  
 Charge my:  
 MasterCard  Visa  Discover  AmEx

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

### Three Ways to Submit Your Contract

**Online:** [www.academyhealth.org/arm/sponsorship](http://www.academyhealth.org/arm/sponsorship)

**Fax:** Fax form with credit card information to 202.292.6838.

**Mail:** Send form with payment to AcademyHealth, Accounting Department, 1150 17th Street, NW, Suite 600, Washington, DC 20036.

For more information, contact Patrick Burbine at 202.292.6738 or [patrick.burbine@academyhealth.org](mailto:patrick.burbine@academyhealth.org).